

SYSTEM AND METHOD FOR CONTROLLING  
DELIVERY OF STREAMING MEDIA

**ABSTRACT OF THE DISCLOSURE**

5 A system and method for controlling delivery of streaming media include the capability to receive streaming media at an endpoint device at a first delivery rate and at the endpoint device, determine whether to adjust the first delivery rate and generate a command to adjust the first delivery rate. The system and method further include the capability to receive the command at a media delivery system and stream subsequent media at the adjusted rate.